

Report Covers

Branding Requirement

- KC/Metro logo min. size 1-3/8"
- KC/Metro logo min. size 1-1/16" when used with sub-brand

Reduced version of a 8-1/2" x 11 " cover

Access Transportation Information



King County Metro logo
displayed in lower 20%
of cover

*Department and division names must be
displayed with the logo on the inside of
the document as shown below.*



(a)



(b)



KC/Metro logo
min. size 1-1/16"
when used with
all sub-brands



Report covers require only the King County Metro logo or the King County Metro logo with sub-brand Text Identity. The logo should appear in the lower 20% of the cover. Department and division names are **not required** on covers, but these names must be displayed with the King County Metro logo in one of the following locations: on the title page, on the inside cover, or in an agency information block located near the front of the document, see (a) or (b) above.

Displaying Metro Sub-brands

If the Metro sub-brand name does not appear in the report title, the Text Identity version of the sub-brand should be used. See pg. 7.0.2.4 for information about Metro sub-brand text identities.

The King County Metro Logo and Partnerships

See Section 7.0.9 for more details on using the King County Metro logo in various partnership situations.

Report Title Page—Single-sided

Branding Requirements:

- KC Metro logo 1-1/16" min.
- Department and division names.
- Additional information as dictated by project parameters.

Shown is a reduced version of 8-1/2" x 11" title page

Required Elements
Sequence and Location**Typical Elements**
Sequence and Location**1 King County Metro logo**

Department Name
Division Name
Program, Section
Other Information

4 Consultant(s)

No logos permitted
(see below)

5 Alternate Format**2 Recycled Logo****3 Union Logo**

Transit Routes Overview

Volume 1

May 2002

DRAFT

1-1/16"



**King County
METRO**
Department of Transportation
Metro Transit Division
201 Jackson Avenue South
Seattle, WA 98104
206-689-3113 voice
206-689-3116 TTY
Bob Smith, Editor

CS11000234

Alternate Formats Available
206-684-2029 TTY Relay: 711



Title Block
May include Text Identity

Publication Date

Report Status

Professional Stamp(s)
or Signatures of Officials

File Name, Number or Reference

1. **King County Metro Logo and Agency Information:** Department, division, program or section, address, phone numbers, contacts, e-mail or Web site addresses, etc., as required by project mission.
2. **Recycled Paper** appears on the title page when the entire report is printed on recycled paper.
3. **GCIU Union Logo:** appears on the title page when the entire report is printed in the King County print shop.

4. Consultants Acknowledgement (as needed):

Consultants' logos or symbols are not to be displayed on the cover, title page, or anywhere in the report!

- First line reads: Prepared for King County
- Second line reads: ...by ABC Associates, ...in collaboration with, ...in association with, ...in partnership with, etc.

Prepared for King County Metro
by ABC Associates

Prepared for King County Metro
in collaboration with
Ajax Engineering

Prepared for King County Metro
in partnership with
Green Giant

Note: Check with your DOT Information Officer for specific exemptions regarding consultants' logos.

- **Other Acknowledgements** (as needed): Examples: ...designed by, ...printed by the King County print shop, etc.

5. Alternate Formats Available: Use graphic as shown with 14-pt Arial or Helvetica type, separator line (.5-pt) and access numbers. Required for external documents only.

Report Title Page and Acknowledgement Page

Branding Requirements:

- KC Metro logo 1-1/16" min.
- Department and division names.
- Additional information as dictated by project parameters.

B Title Page-front

C Acknowledgements (back of title page)

Title Block

Publication Date

Professional Stamp(s) or Signatures of Officials

Report Status

1 KC Metro logo
Department name
Division name
Section or sub-brand,
Other Information
(displayed in lower
20% of cover)

4 Consultant(s)
No logos permitted
(see below)

5 Alternate Format

2 Recycled Logo

3 Union Logo

Accessible
Services
Financial
Report

For The Fiscal Year
January 1 Through
December 31, 2001

Prepared by:
Section Supervisor
Donald W. Robinson, CPA
Financial Accounting Officer
George B. Olson, CPA
Financial Accountants
Eddie M. Abellera
Loren R. Burt
Emmanuel F. Cristobal
Warren Hudgens, CPA
Connie Hughes
Juniko Keesecker, CPA
Jin Lin, CPA
Nollin Ngoev, CPA
Maxine Reigel, CPA
Gayle Sreibers
Production Coordinator
Mark Desmond

For comments or questions contact:
George B. Olson
King County Administration Building
500 Fourth Avenue, Room 653
Seattle, WA 98104-2337
206-296-7342 TTY Relay: 711
george.olson@metrokc.gov
www.metrokc.gov/finance

CS11000234

Alternate Formats Available
206-684-2029 TTY Relay: 711

Shown is a reduced version of 8-1/2" x 11" title page

1. **King County Metro Logo and Agency Information:** Department, division, program or section, address, phone numbers, contacts, e-mail or Web site addresses, etc., as required by project mission.

2. **Recycled Paper** appears on the title page when the entire report is printed on recycled paper.

3. **GCIU Union Logo:** appears on the title page when the entire report is printed in the King County print shop.

4. **Consultants Acknowledgement** (as needed):

Consultants' logos or symbols are not to be displayed on the cover, title page, or anywhere in the report!

- First line reads: Prepared for King County
- Second line reads: ...by ABC Associates, ...in collaboration with, ...in association with, ...in partnership with, etc.

Prepared for King County Metro
by ABC Associates

Prepared for King County Metro
in collaboration with
Ajax Engineering

Prepared for King County Metro
in partnership with
Green Giant

Note: Check with your DOT Information Officer for specific exemptions regarding consultants' logos.

- **Other Acknowledgements** (as needed): Examples: ...designed by, ...printed by the King County print shop, etc.

5. **Alternate Formats Available:** Use graphic as shown with 14-pt Arial or Helvetica type, separator line (.5-pt) and access numbers. Required for external documents only.

Report Title Pages–Display of King County Officials

Branding Requirement:

- KC logo used with KC Executive
- Stacked: 1/2" (min.)

Page location may vary (see note below)

- 6 KC Logo** (not King County Metro)
Appear jointly with the King County Executive title and name

- 7 King County Executive**
The King County Executive is acknowledged in a report only if:
- it is high-profile
 - has extended shelf-life

- 8 List of Officials**



King County

King County Executive
Ron SimsKing County Administrative Officer
Department of Executive Services
Paul H. TanakaFinancial Accounting Officer
George B. Olson, CPAFinance Manager
Finance and Business Operations Division
Robert V. CowanChief Accountant / Manager
Financial Management Section
Connie L. Griffin

Appear jointly

Prepared by:

Section Supervisor

Donald W. Robinson, CPA

Financial Accounting Officer

George B. Olson, CPA

Financial Accountants

Eddie M. Abellera

Loren R. Burt

Emmanuel F. Cristobal

Warren Hudgens, CPA

Connie Hughes

Junko Keesecker, CPA

Jin Lin, CPA

Nollin Ngoev, CPA

Maxine Reigel, CPA

Gayle Sreibers

Production Coordinator

Mark Desmond

For comments or questions contact:

George B. Olson

King County Administration Building

500 Fourth Avenue, Room 653

Seattle, WA 98104-2337

206-296-7342 TTY Relay: 711

george.olson@metrokc.gov

www.metrokc.gov/finance

Prepared for King County

by CDR Environmental Consultants

in association with DEF

1000234

Alternate Formats Available

206-684-2029 TTY Relay: 711



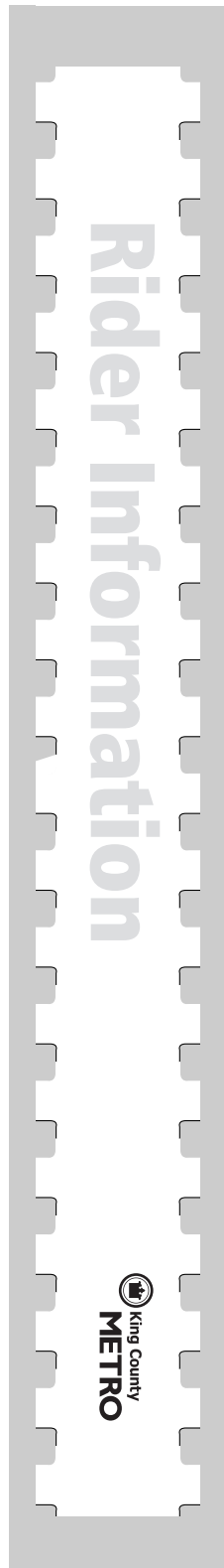
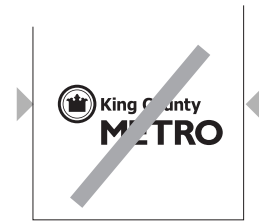
- 6. King County Logo:** A stacked or horizontal logo must always appear with the Executive's title and name.
- 7. King County Executive:** Title and name appear when a report is a high-profile project or has extended shelf-life. This title and name appears always in first position.
- 8. List of Officials:** title(s) and name(s) as prescribed by management.

► **Note:** Displaying King County officials names, and page location is on a per-project basis and is dependent on input from managers, department PIOs and, in some cases, input from the Executive Office.

Report Spines and Combs

Branding Requirement

- KC/Metro logo minimum size 1-1/16"
- KC/Metro logo when used with sub-brand minimum size 1-1/16"

Report Spine**Plastic Combs****Narrow Spine**

Avoid placing logos across the short dimension

Report Spines and Plastic Combs

When spines and comb bindings are printed, the King County Metro logo is the only branding element required. Department and division names are not required unless they contribute to the title. When spines are used without printing (blank), no branding is required.

Perfect-bound reports, notebook inserts, plastic combs and other printed applications having a spine should position the logo in the lower 20% of this area. The KC Metro logo should be displayed parallel to the long dimension and be no smaller than 1-1/16". Avoid placing the logo across the short dimension unless the publication is extremely wide. Eliminate the logo entirely and use the words King County Metro Transit Division if smaller than minimum logo sizes are required.

Displaying Metro Sub-brands

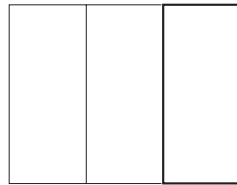
Avoid using Metro sub-brand text identities on spines and combs when possible. Use a horizontal layout displaying each in equal visual weights with the King County Metro logo appearing at the bottom.

When using plastic combs be sure to check with your vendor to determine the size of the image area that can be printed on a particular size of comb identities.

The King County Metro Logo and Partnerships

See Section 7.0.9 for more details on using the King County Metro logo in various partnership situations.

Brochure—Cover Panel



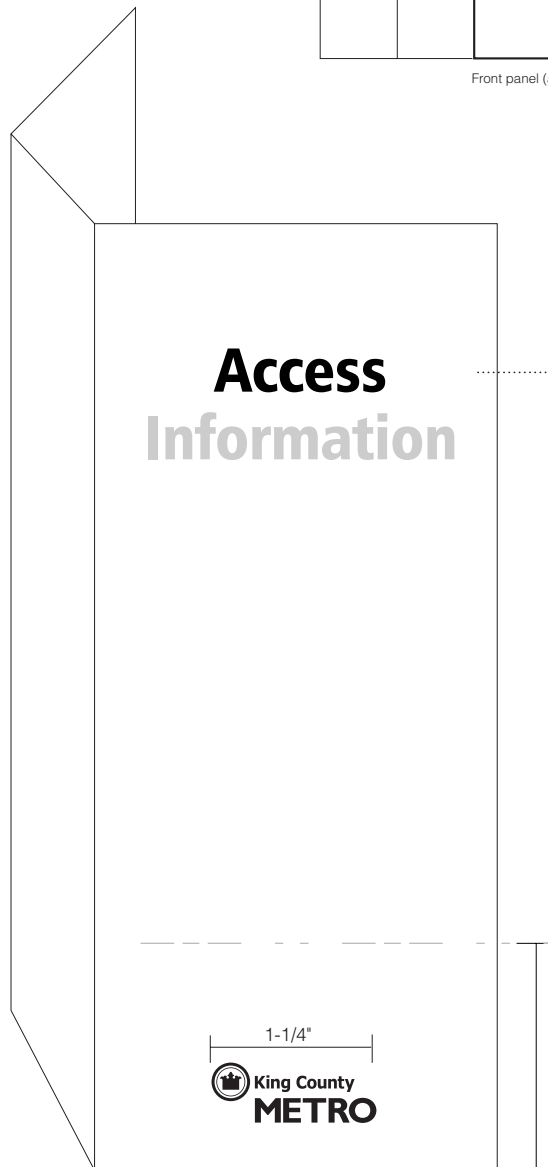
Reduced version of 8-1/2" x 11"
letter fold brochure shown

Front panel (a)

Branding Requirement

Front panel:

- KC/Metro logo minimum size 1-1/4"
- KC/Metro logo used with sub-brand minimum size 1-1/16"

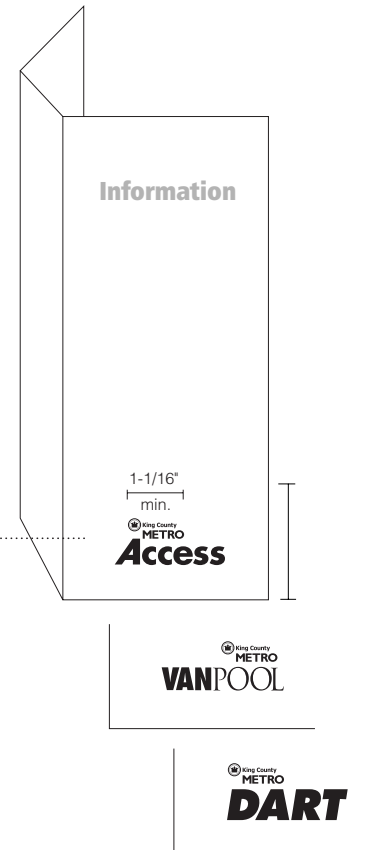


Front Panel (a)

If sub-brand name is displayed as part of the title use only the KC Metro logo.

If sub-brand name is displayed as a Text Identity then the King County Metro logo & sub-brand Text Identity are placed centered in the lower 20% of the panel.

King County Metro logo is placed centered in the lower 20% of the panel.



(a-1)

Front Panel (a)

The King County Metro logo should appear by itself, centered in the lower 20% of the front panel. No department or division names are required on the front panel.

Displaying Metro Sub-brands (a-1)

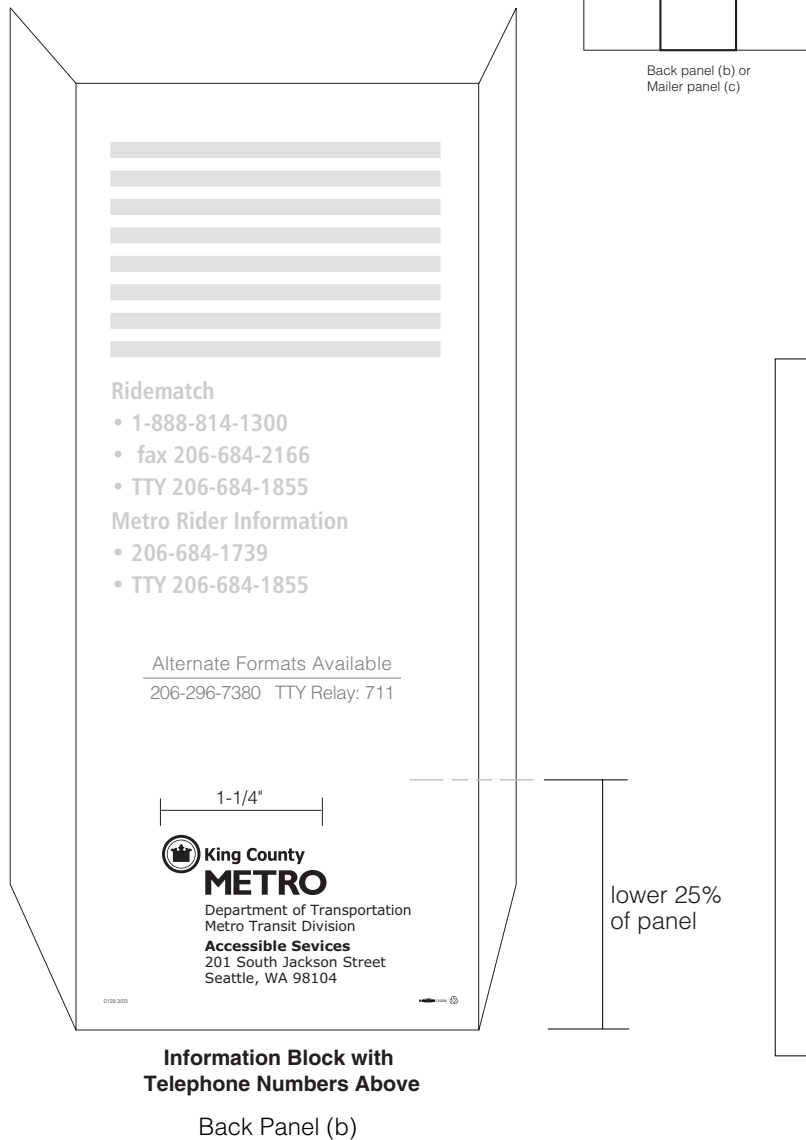
If the Metro sub-brand name does not appear in the title, the Text Identity version of the sub-brand can be used

with the King County logo displayed at 1-1/16" minimum size. See page 7.0.2.4 for Metro sub-brand Text Identities.

The King County Metro Logo and Partnerships

See Section 7.0.9 for more details on using the King County Metro logo in various partnership situations.

Brochure–Back Panel



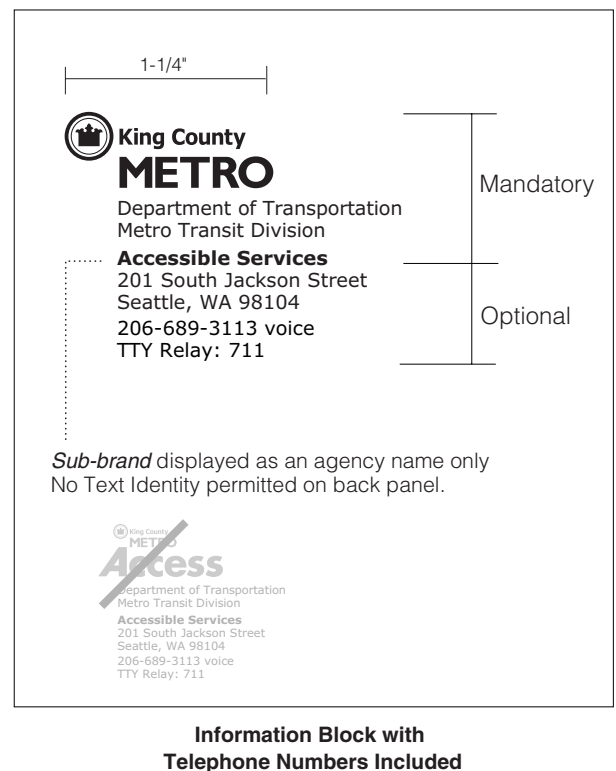
Branding Requirement

Back panel (b) (when not a self-mailer)*Mandatory:*

- Standard ID Block shown below: KC/Metro logo, department, division and program (if needed)
- Contact phone number(s) and Web site address(es) on the back cover or as part of ID block:

Optional: mailing address as part of the

- Standard ID Block shown below.

King County Metro logo 1-1/4"**Back panel (c) as a self-mailer**
(see page 7.0.5.8)**Standard Information Block on Back Panel**

This information is included to provide a consistent place and format for users to identify the publishers of the brochure, how to contact them, and where to go for additional information. It should always appear on the back cover of a non-mailer brochure or the last panel in normal reading order (if the back panel is used as a mailer).

Place the information block on the lower 25% of the panel. Please use the format shown above. The Verdana font should be specified. If contact phone number(s) and web site address(es) have not been placed elsewhere on the back cover, then they should be included in this standard information block.

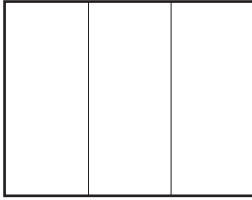
Sub-brand Identification

The sub-brand name is displayed in the information block as a program of Metro Transit Division. Additional text identities or other representations are not permitted. However, the sub-brand text identities can be used on the cover and inside panels.

Union Logo and Recycled Paper Logo: All brochures printed in the KC Printshop (Graphic Design and Production Services) will display the GCIU logo as well as the Recycled Paper logo in the lower right corner.



Brochures–Interior Panels



Interior spread (d)

Branding Requirement**Interior Panels (d.)**

- Display the words "King County Metro" or "King County Metro and its program" at least once in the body of text.
- Sub-brand Text Identity optional

King County Metro Logo Requirement

- Optional

Interior Panels (d)

**Interior Panels**

The words King County Metro or King County Metro and its program are mentioned at least once in the body of text or headline at the top.

Exceptions to Guidelines

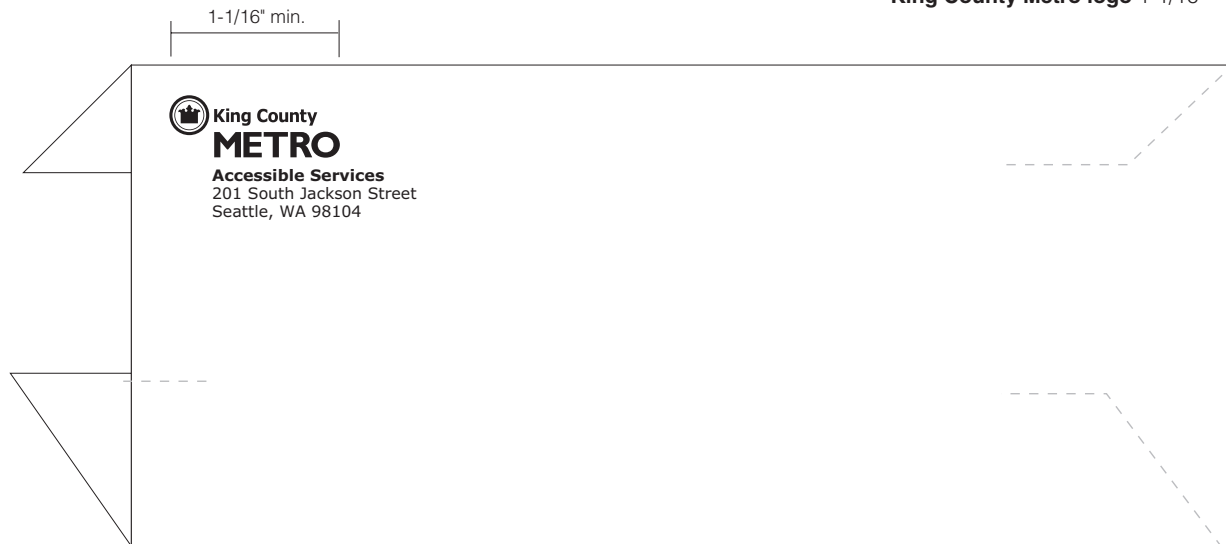
Please contact Marketing and Information Services at 206-684-1576 for help and additional information.

Brochure Mailing Panel

Branding Requirement

- Sending-agency name only
No sub-brand logo permitted
- Return address
- Drop 4-digit extension

King County Metro logo 1-1/16"



Back Panel (c)

Reduced version of a back panel
from a 8-1/2" x 11" letterfold brochure shown

Business Reply Mail or Return Mail Envelope

Business Reply Mail



Branding Requirement

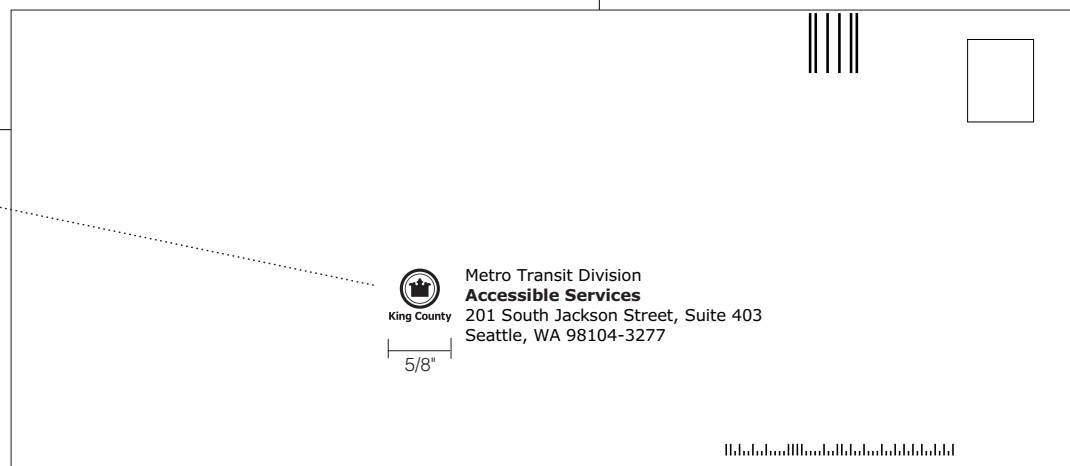
Business Reply Mail Address Block

- Title of program, project or initiating Metro agency on first line, then KC Metro Transit Division.
- Sans-serif type font
- Follow U.S. Postal requirements

King County Logo Stacked logo 9/16"

- Because of space problems the King County Metro logo is not used for this application
- The King County logo is available in different styles and formats on the Graphic Design and Production Services intranet Web site at: <http://kcweb.metrokc.gov/des/graphics/>

Return Mail Envelope



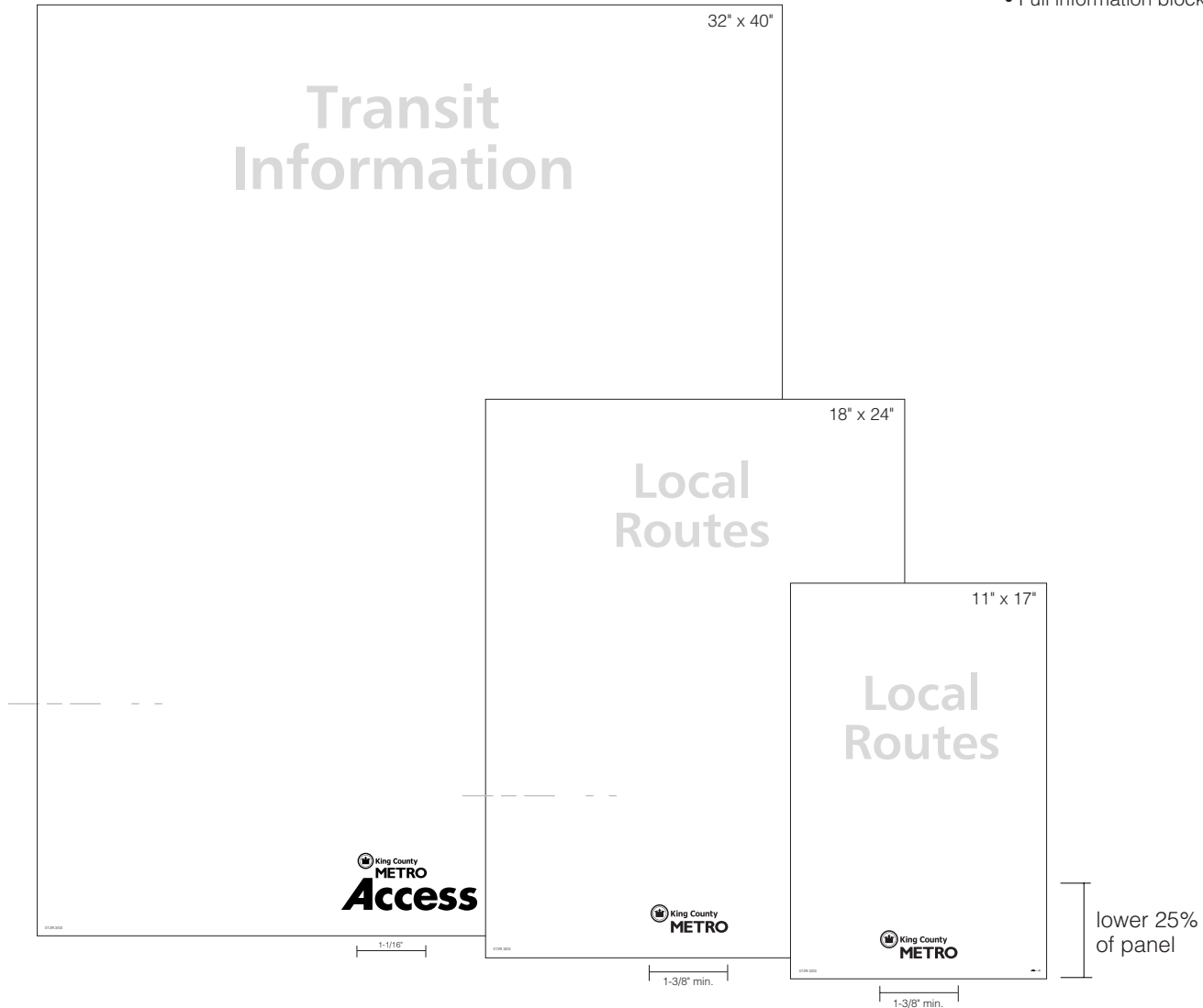
Add King County logo only
to existing address block.
KC/Metro logo not required
because of space.

Posters

Reduced version of posters shown

Branding Requirement

- KC Metro logo min. size 1-3/8"
- Full information block

**Information Block**

The amount of information displayed below the King County Metro logo is relative to the mission of the poster. When additional information is required, use the typical information block configuration and elements as needed (agency name, department, address, telephone number, TTY number, e-mail address, Internet address, or contact person, etc).

The King County Metro logo appears at 1-3/8" minimum for small posters and should be increased proportionately for large posters. When sub-brand text identities are used, the King County Metro logo must not appear any smaller than 1-1/16" wide.

The logo always should be centered at the bottom 20% of the poster.

The King County Metro Logo and Partnerships

See Section 7.0.9 for more details on using the King County Metro logo in various partnership situations.

Union Logo and Recycled Paper Logo: All posters printed in the KC Printshop (Graphic Design and Production Services) will display the GCIU logo as well as the Recycled Paper logo in the lower right corner.



Forms

Branding Requirement

- KC/Metro logo minimum size 1-1/16"
- KC/Metro logo when used with sub-brand minimum size 1-1/16"

1-1/16" min.

Participant Agreement
Metro VanPool Program

Please print and USE BLACK INK

Work Location Name _____
Group _____

Vehicle Repair List

Metro Sub-brand equal in height to the word "Metro"

Standard Metro Form

F-538 (Rev. 2/03)

General Forms Guidelines

Please refer to Section 5.50 of the King County Graphic and Communication Guidelines Handbook regarding specific requirements for forms. This information pertains to standardized title blocks, form numbers and branding information and includes exempted logo information.

The King County Metro logo replaces the standard King County logo in the title block. Space requirements dictate that the King County Metro logo displays at its minimum size of 1-1/16" and the department, division address and phone numbers are left off but must be included on multiple-page forms.

Newsletters—Branding Requirements at a Glance

Important Note!

These sample page layouts are guides to **show mandatory elements** and are *not* meant to act as design or layout guides.

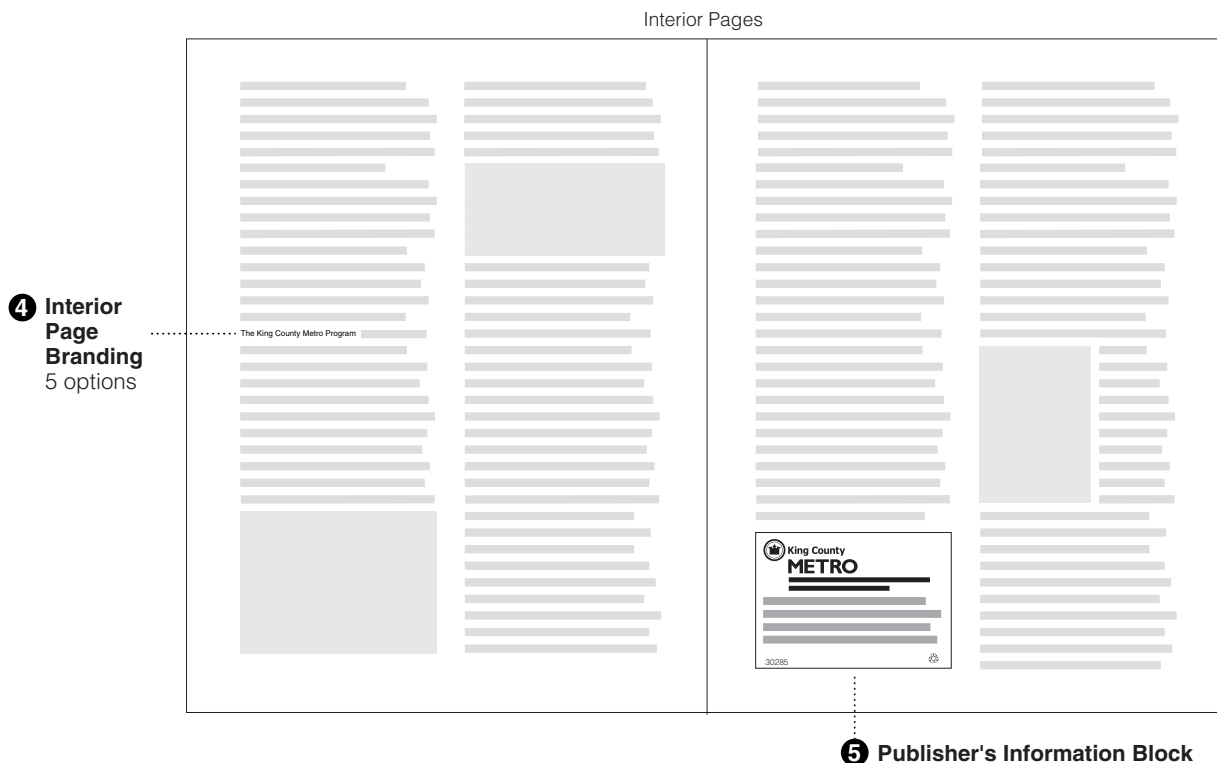
Actual page design is left to the designers or authors.

Branding Requirements

1. Nameplate
2. Tagline
3. Use KC/Metro logos as shown
4. Interior Page Branding
5. Publisher's Information Panel
6. Return Address Block on Mailing Panel (if used)

See following pages for branding requirements of each group

Reduced version of a 4-page (8.5" x 11) newsletter



Newsletter–Cover Page

Branding Requirement

1. Nameplate
 2. Tag line
 3. King County Metro logo
- King County Metro Logo** 1-1/16" (min.)



1. Nameplate: The name or title of the newsletter. This graphic should be considered in one of two ways; as a piece of artwork or as a Text Identity (see King County Graphic Standards and Guidelines, Section 6.0.0, Text Identities).

Artwork: Type and/or decorative elements combined to form the title only (not an identity)

- Cannot be used as a logo or identity for the program or project in other parts of the newsletter or on other publications or visual presentations.
- Cannot be used at small scale.
- Cannot be used as a repeatable design element.
- Must be spelled out in word form when used within blocks of text.

Text Identity: Using an existing Text Identity or newly created Text Identity for the title.

- Can be used as an identity for the program or project in other parts of the newsletter or on other publications or visual presentations.
- Can be used at small scale.
- Can be used as a repeatable design element.
- Must be spelled out in word form when used within blocks of text.

2. Tagline (one line): Introduces or summarizes the purpose or mission of the newsletter. If possible, the name of the initiating agency should be included in this statement. In some instances, the name of the agency may be all that is displayed.

3. King County Metro logo: Two options for placement are available;

- a) The King County Metro logo (with or without sub-brand) can appear in the nameplate area (top 20% of page) without the department or division name or,
- b) The King County Metro logo (with or without sub-brand) can appear on the front page, typically at the bottom, without the department or division name.

Note: The King County Metro logo should appear at the minimum size of 1-1/16". and its placement should make good design sense and follow the clear space and color requirements.

Newsletter–Interior Pages

Branding Requirement

- King County Metro and program mentioned in text at least once per page by using options below

Logo Requirement (optional)

The words “King County” and the program or agency are mentioned at least once per page. Choose at least one option!

**4. King County Agency Reference**

The words “King County Metro” and the program or project are mentioned at least *once per page*. This can be accomplished in *one* of the following ways:

- in the body of the text, or
- in a headline, or
- by using a footer or header, eg., “King County Metro Program” or
- by displaying a King County Metro logo (may include sub-brand) *once* on every two page spread or
- by displaying a King County Metro logo (may include sub-brand) in the agency Publisher's Information Block if shown on interior pages.

Note: This form of branding is required to ensure King County Metro (and its authoring agency or program) are always represented typically when a page is copied separately from the rest of the document.

Newsletters—Publisher's Information Block

**Branding Requirement**

- KC/Metro logo, 1-1/16"
- Department, division and, if needed, the sub-program
- Mailing address
- Contact phone number(s) and Web site address(es) on the back cover or as part of publisher's information.

5. Publisher's Information Block

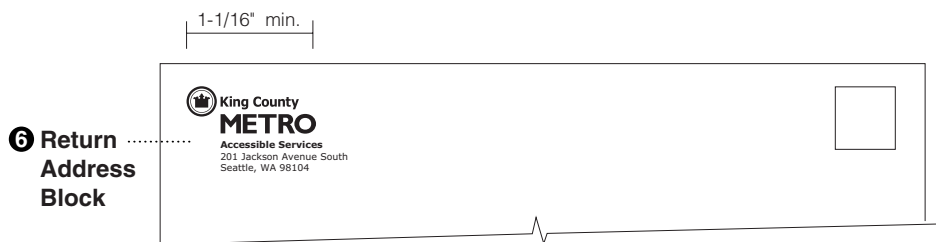
This panel provides a consistent place and format for users to identify the publishers of the newsletter, show contact information, and display methods for obtaining accessible materials and other information about the newsletter and its contents. *The King County Metro logo and the agency names; Department of Transportation and Metro Transit Division are required in this area.* Include sub-brand name only if used. Location generally depends on layout considerations with the back page of a non-mailer or the last interior page considered typical locations. If contact phone number(s) and Web site address(es) have not been placed elsewhere in the newsletter, then they should be included in this location.

File Number and Recycled Paper Logo: All newsletters are required to display these elements.

***GCIU Union Logo:** If this publication is printed in the King County Printshop, the GCIU logo is required to be displayed. This logo must be placed, either electronically or manually, by staff of the King County Graphic Design and Production Services. This logo will be placed at the smallest scale in a least intrusive location.

► Note: The Recycled Paper logo and the GCIU union logo may be placed together as indicated above.

Back Page—Mailing Panel (if needed)

**Branding Requirement**

- KC/Metro logo 1-1/16"
- Sub-brand or program name only (if needed)
- Mailing address. U.S.P.O. prefers leaving off 4-digit ZIP extension

6. Return Address Block

- **King County Metro logo:** must appear with the return address block in the minimum size of 1-1/16".
- **Metro Agency:** one line, the primary agency initiating the newsletter, generally a program or section. If none, use the name Metro Transit Division.

Note: *The name Department of Transportation is not required in this area.*

- **Address (line 1):** building number, street name (spelled out), room number or suite (if needed).
- **Address (line 2):** city, WA (not spelled out), ZIP code *without* 4-digit ZIP extension on return addresses (per U.S.P.O.).

Avoid abbreviations, spell out all words. Return address blocks are printed in black or reverse.

Alternative Formats Identifier

- Provide this identifier in Arial or Helvetica, 14-pt. type, with your agency's standard phone number. Preferred placement is in or near Publisher's Information Block, otherwise where space allows.

Alternate Formats Available

206-684-2029 TTY Relay: 711

Promotional Items

**Promotional Accessories**

The King County Metro logo and Metro's sub-brand identities are also used on other applications besides print and electronic. One example is promotional accessories where the logo is used on general-purpose items such as pens, coffee cups, umbrellas, t-shirts, and baseball caps.

For these applications, the King County Metro logo or sub-brand identity is only to be displayed in black or reversed out of a solid suitable contrasting color. The

King County Metro logo should not appear smaller than its minimum size of 1-1/16", however certain situations dictate a "micro" sized Metro logo that measures 9/16".

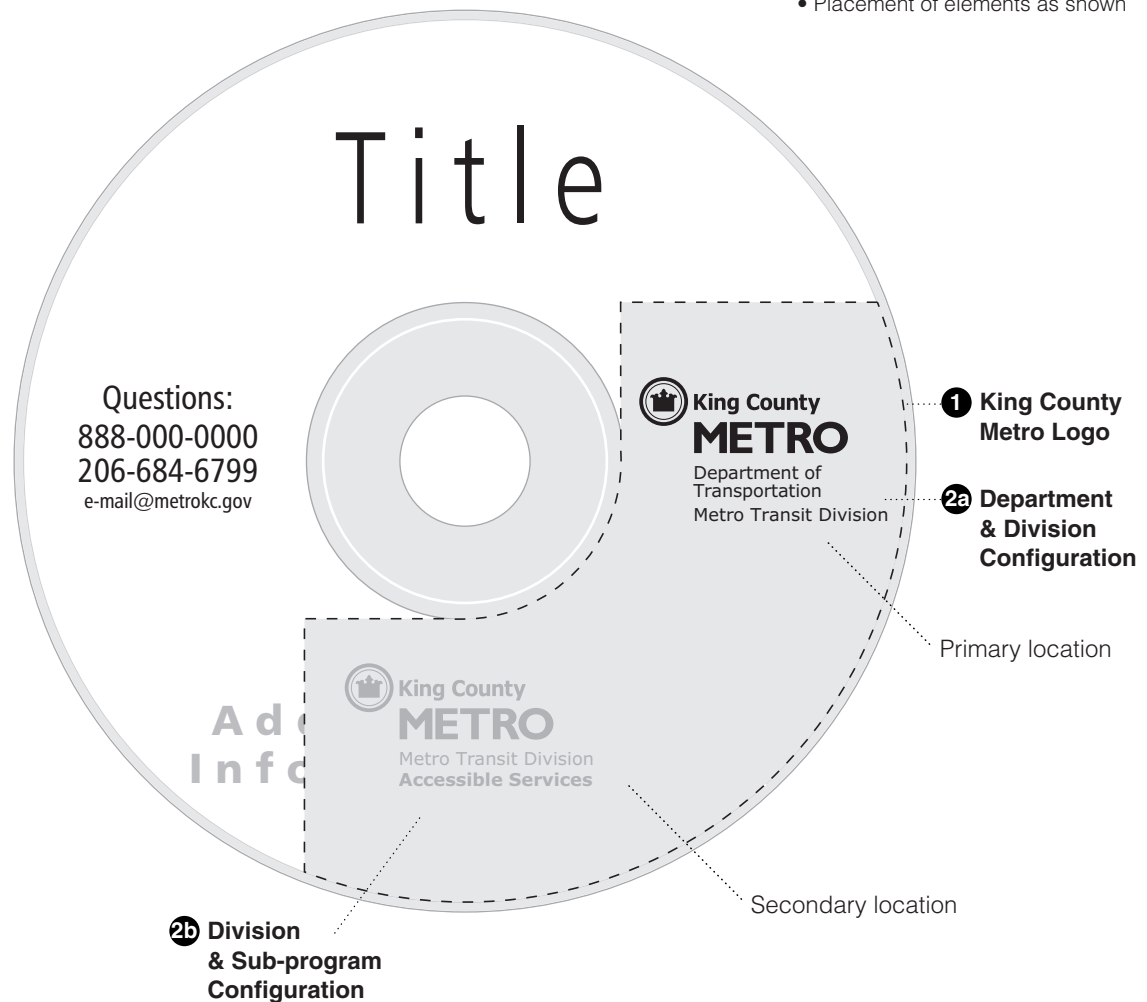
Various types of materials, sizes, and production constraints may be encountered when applying logos to promotional accessories. To accommodate these, certain allowances may be granted on a case-by-case basis. Please contact the Metro Marketing and Service Information at 206-684-1576 for further

Compact Discs (CD's) & Digital Versatile Discs (DVD's)

Typical single-color imprinted disc
with correct King County Metro identification

Branding Requirement

- KC/Metro logo, 1-1/16"
- Department and division names or division and sub-program, project or section names.
- Placement of elements as shown



Note: Discs used in the promotion of King County Metro policies, projects and programs to external audiences are required to display the correct branding. Hand writing of information on a disc is *not permitted*. Using discs for project development and various uses within the Metro agency does not require King County Metro branding and handwriting can be used as a form of identification.

1. King County Metro logo: The King County Metro logo must appear as shown above at the minimum size of 1-1/16". Clear space and color requirements must be followed.

2. Agency Information: Must be displayed on the disc and accompany the King County Metro logo. 2 levels of agency information are required.

2a. Department and Division

or

2b. Division and Sub-brand, Project or Section

General Specifications

Type: The only requirement is the use of Verdana for agency descriptions. Sans-serif type is suggested for all other uses.

Printable Color: Black and full color.

Printing: Discs can be imprinted using special software.

Union and Recycled Paper Logos: Not required.

Note: using adhesive labels may cause jamming in CD carriages.

Avoid extremely glossy surfaces when possible.